

Fig. 1

	Historical Strategy	Conservative Strategy: Same loss as historical strategy	Aggressive Strategy: 10% higher loss than historical strategy
Non-recession Economy	Profit: \$217 Revenue: \$347 Loss: \$130	Profit: \$253 Revenue: \$383 Loss: \$130	Profit: \$268 Revenue: \$411 Loss: \$143
Simulated recession Economy	Profit: \$134 Revenue: \$312 Loss: \$178	Profit: \$166 Revenue: \$343 Loss: \$177	Profit: \$176 Revenue: \$370 Loss: \$194

Fig. 2

Fig. 3

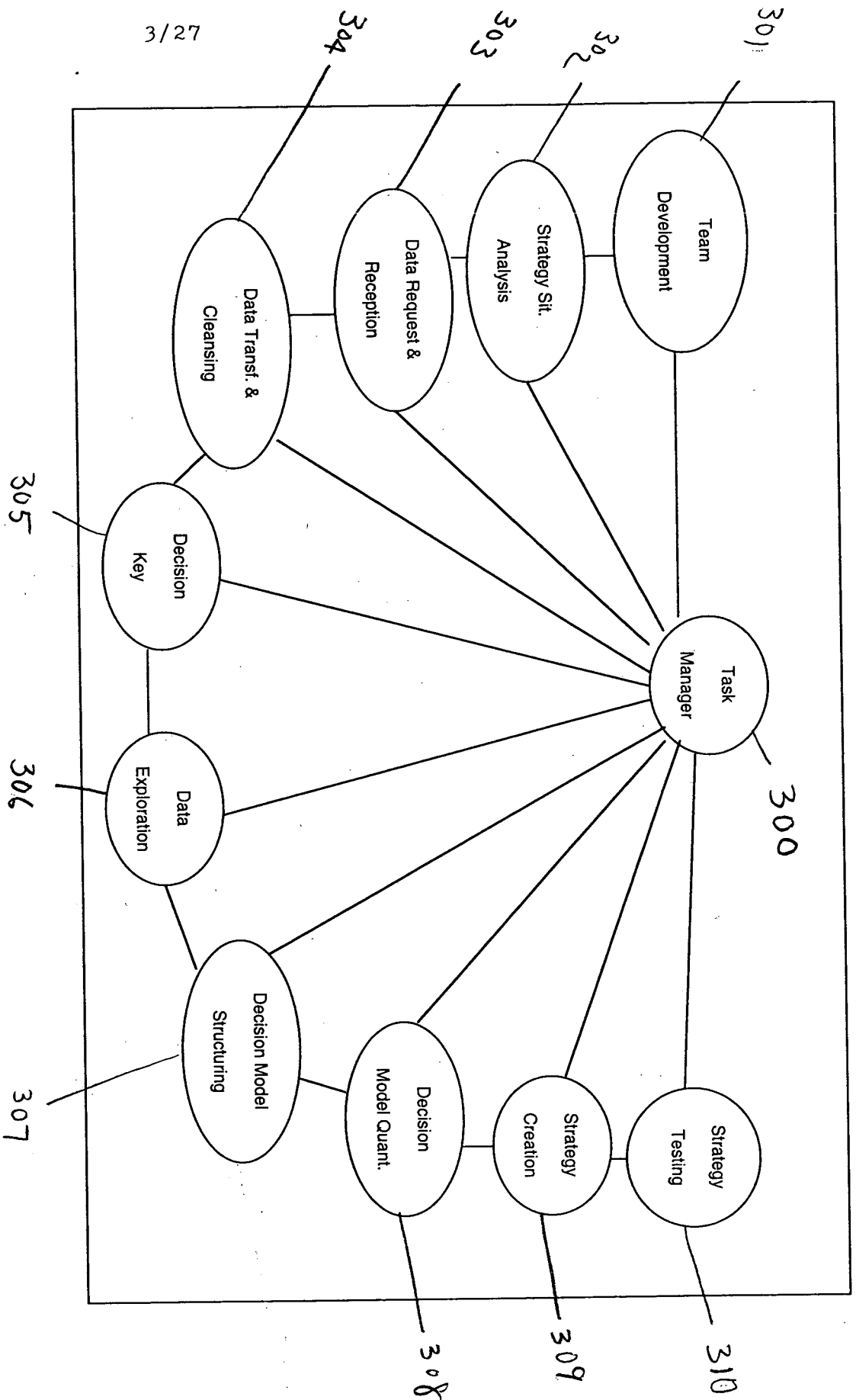


Fig. 4

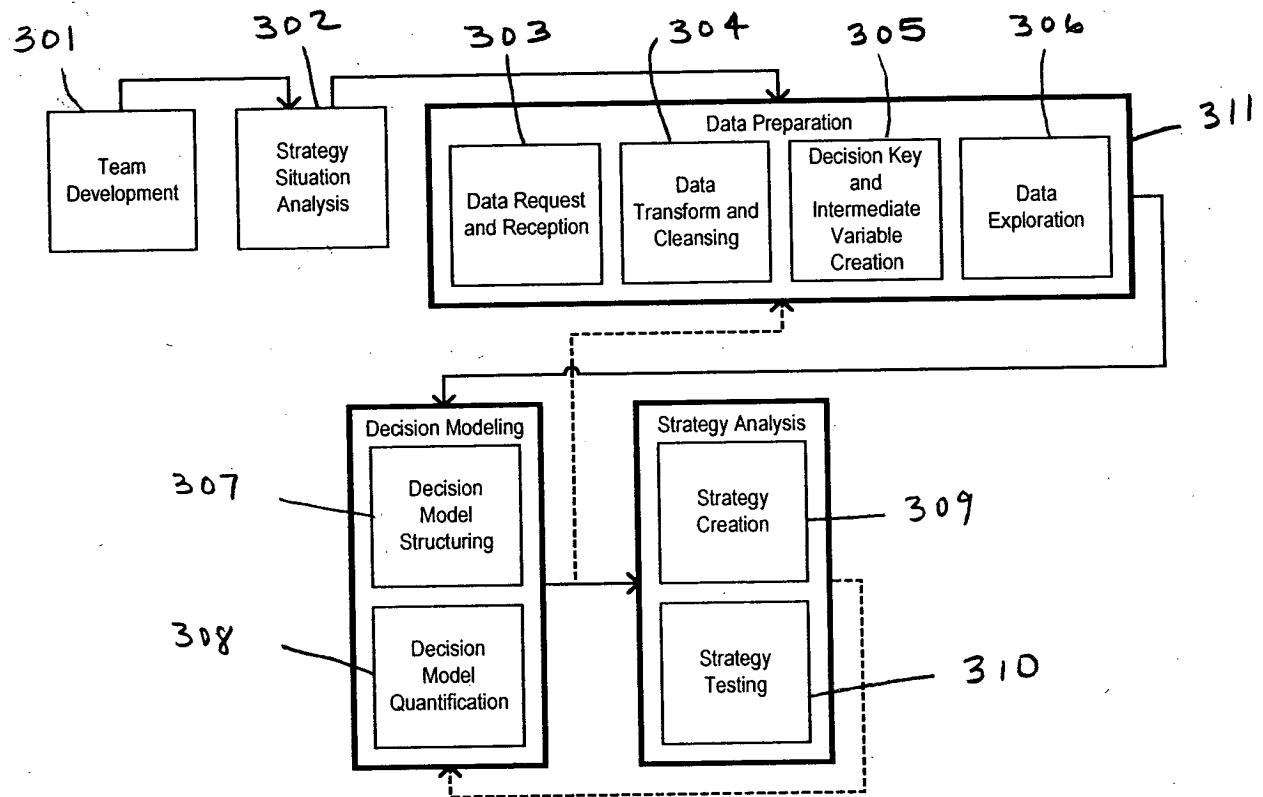
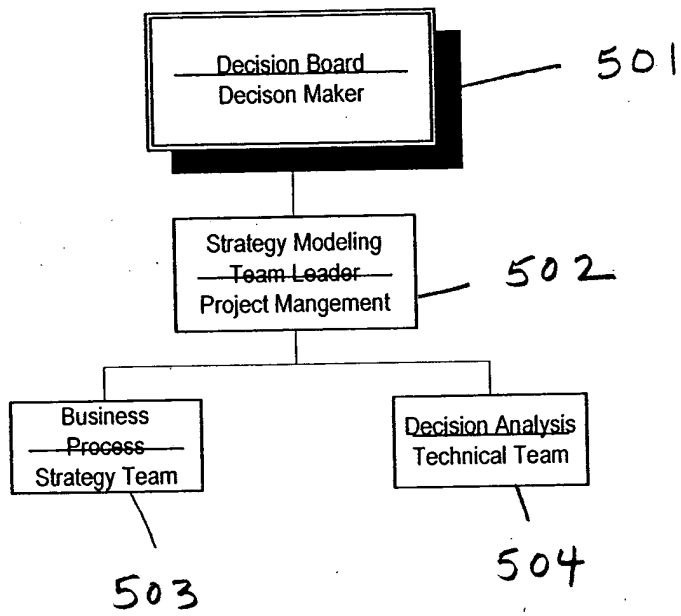


Fig. 5



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Fig. 6

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Strategy Design and Development			Months					
Level 1	Level 2	Activities	1	2	3	4	5	6
1.0		Analyze Strategy Situation						
	1.1	Kickoff Meeting	△					
	1.2	Understand the Strategy Situation						
	1.3	Understand the Implementation Environment						
2.0		Acquire and Analyze Data						
	2.1	Understand Key Data Sources and Data Stores						
	2.2	Plan and Execute Data Request						
	2.3	Load and Clean Data						
	2.4	Exploratory Data Analysis						
	2.5	Characteristic and Decision Key design						
3.0		Characteristic / Decision Key Generation						
4.0		Design and Build decision models						
	3.1	Model Business Objectives and Constraints						
	3.2	Determine Component Variables and Structure						
	3.3	Build Component Predictive Models						
	3.4	Validate and Refine Models						
5.0		Create Strategies						
	4.1	Perform Optimizations						
	4.2	Determine Information Gathering Strategies						
	4.3	Design Strategy Set to be implemented						
6.0		Test Strategies						
6.0		Project Management	△	△	△	△	△	△
7.0		Status Reporting to project sponsor	△	△	△	△	△	△
8.0		Executive Steering Committee meetings		☼	☼	☼	☼	☼

Fig. 7

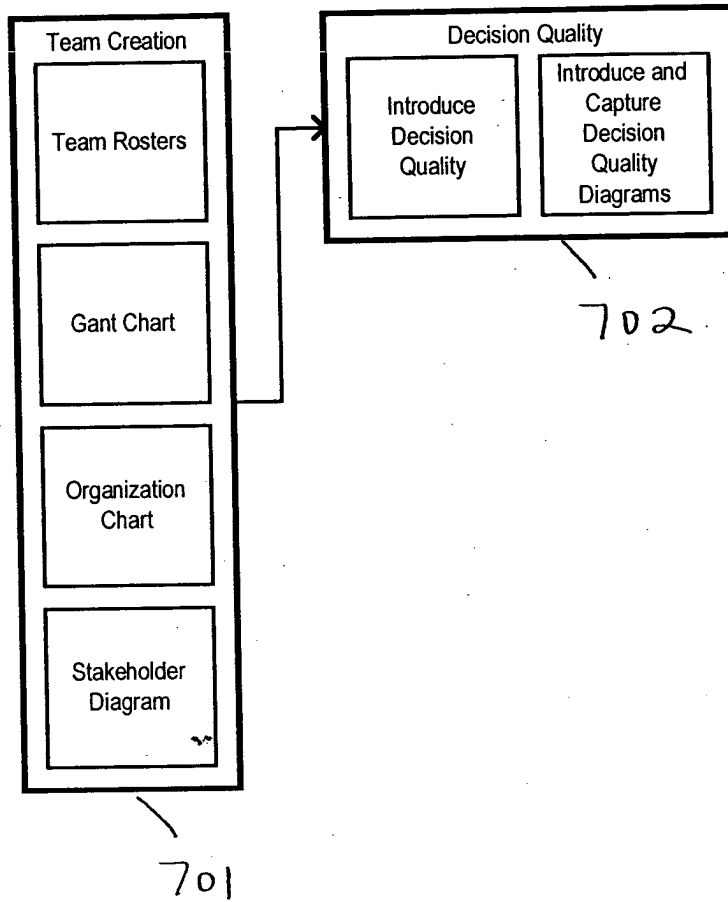
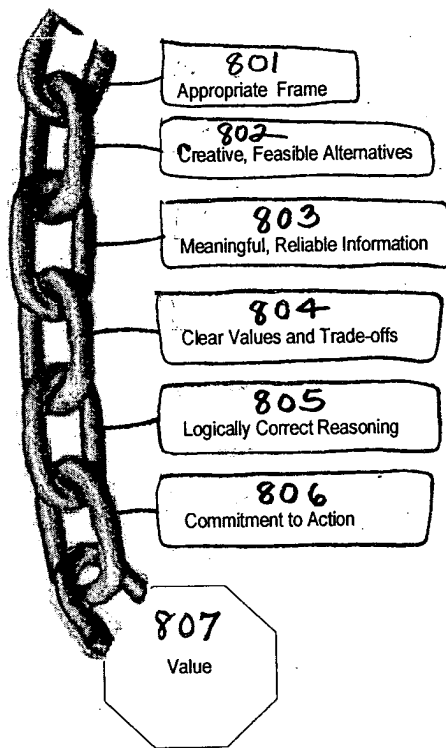


Fig. 8



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Fig. 9

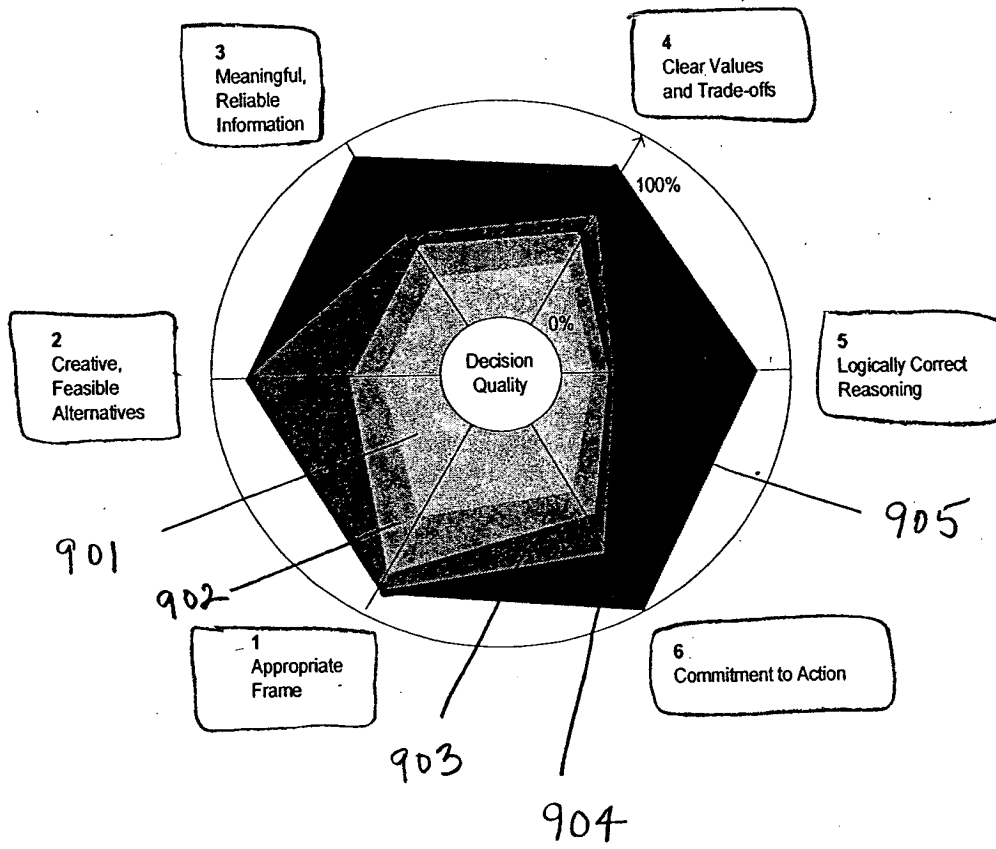


Fig. 10

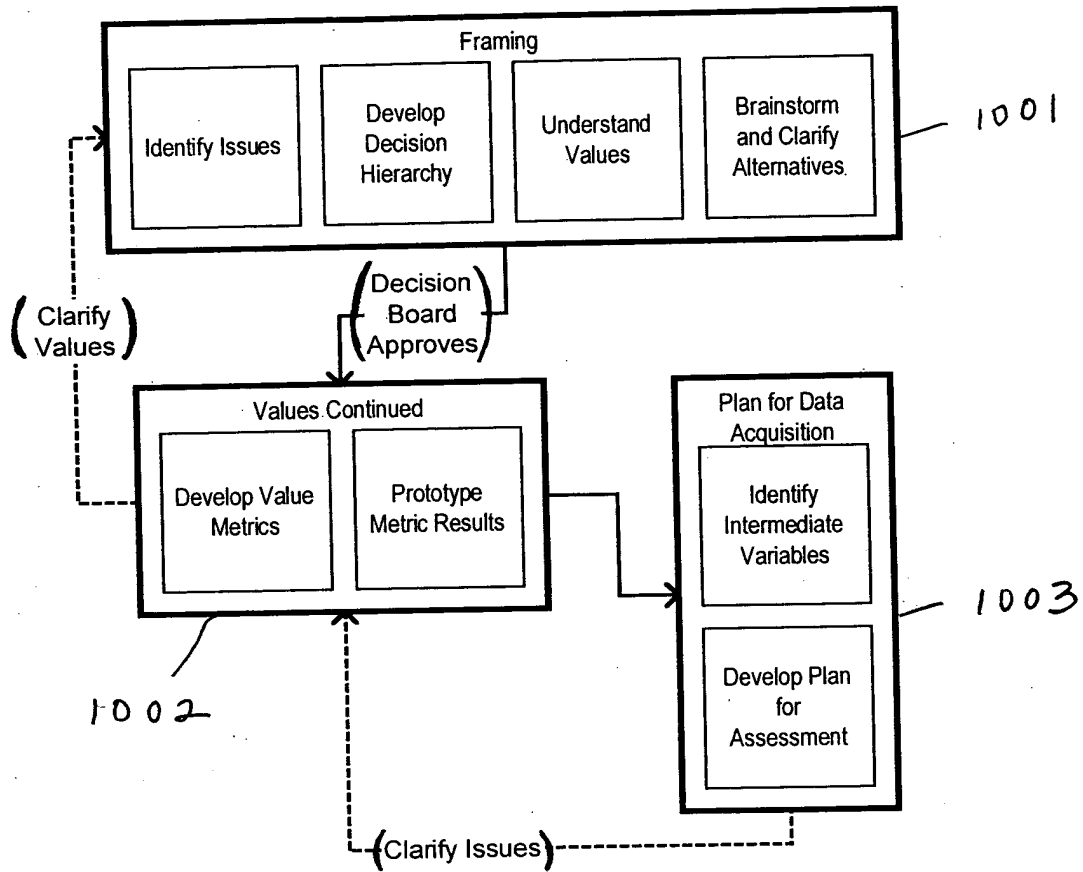


Fig. 11

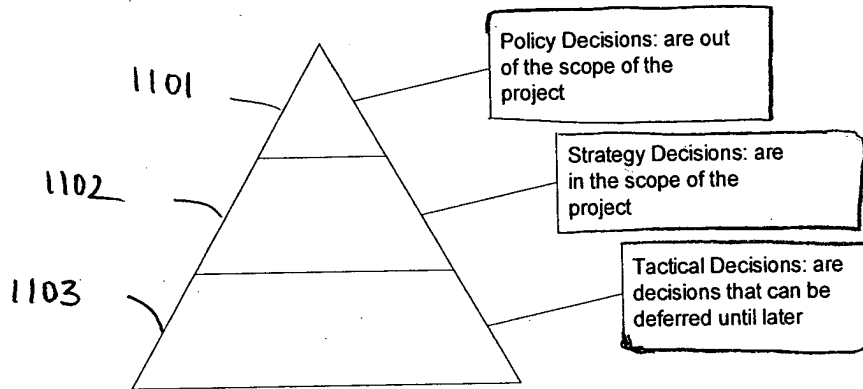


Fig. 12

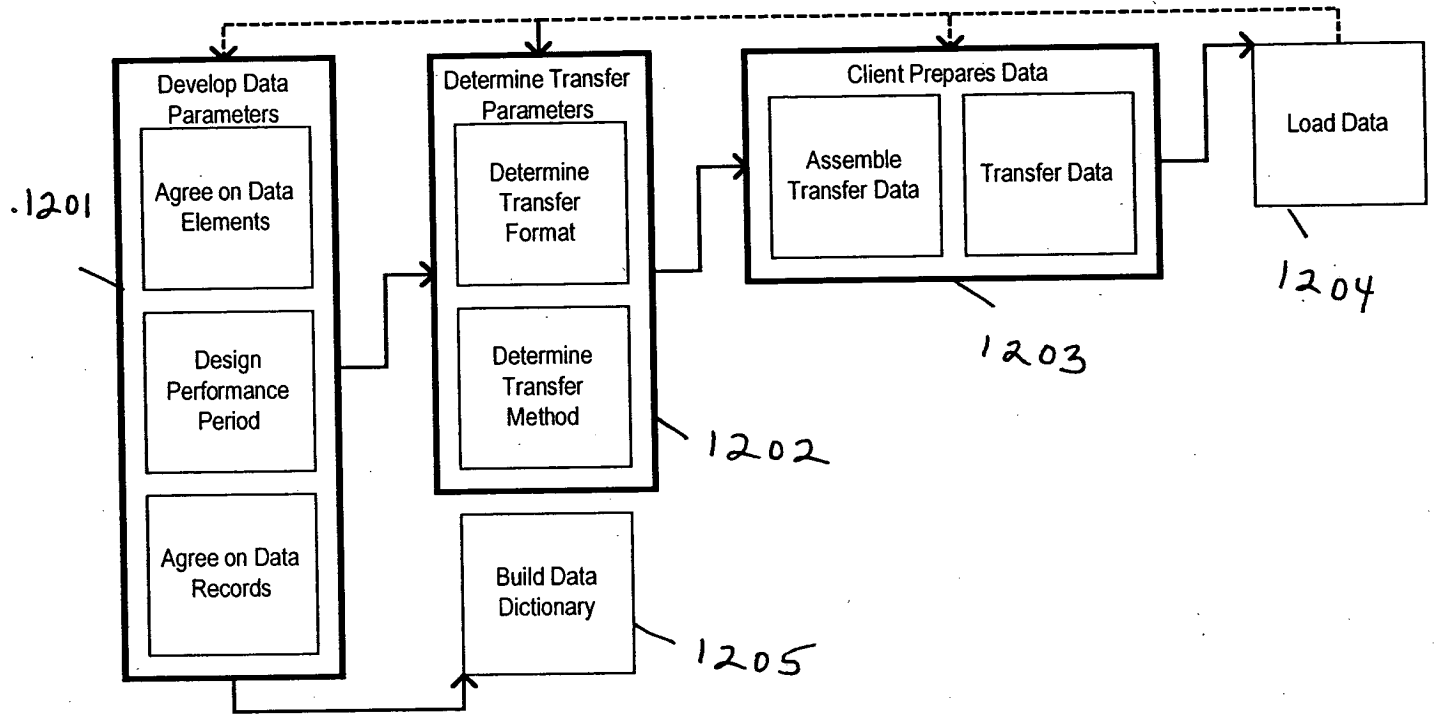


Fig. 13

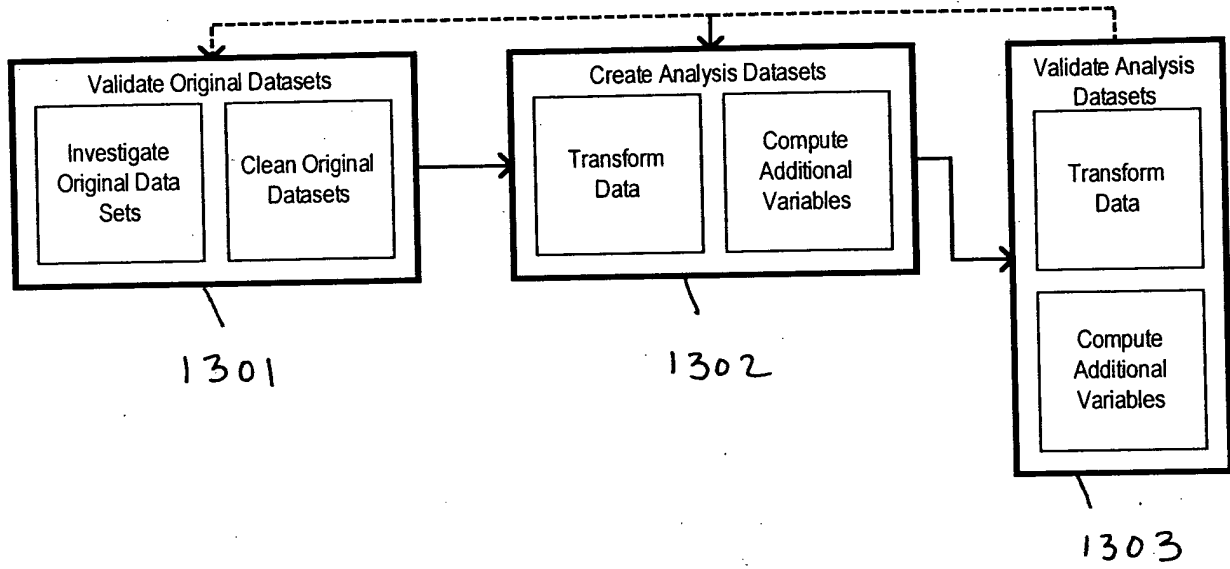


Fig. 14

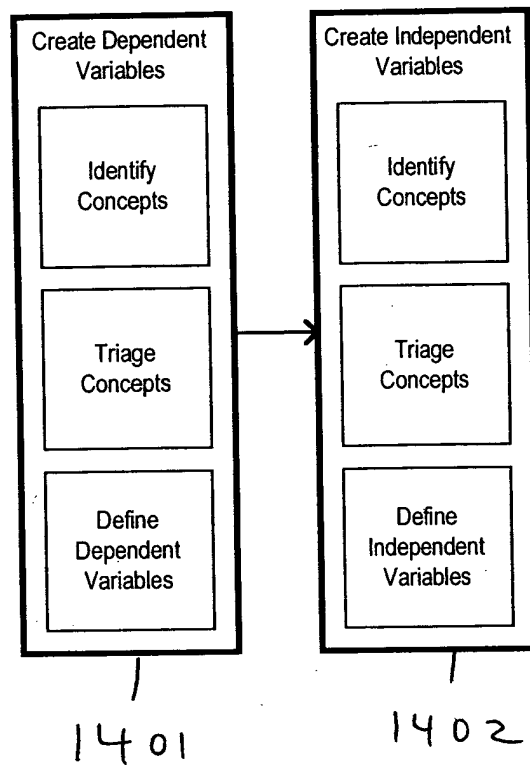


Fig. 15

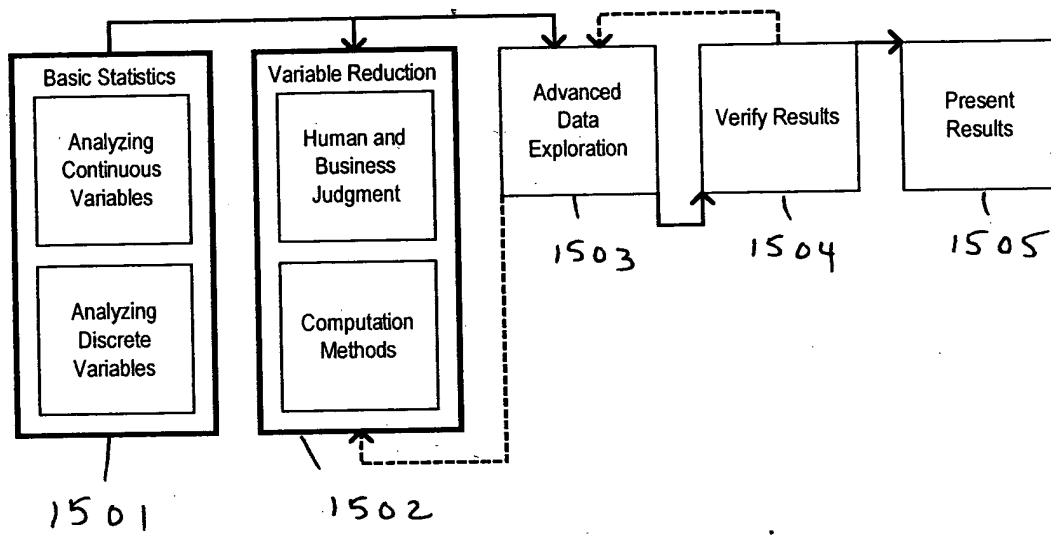


Fig. 16

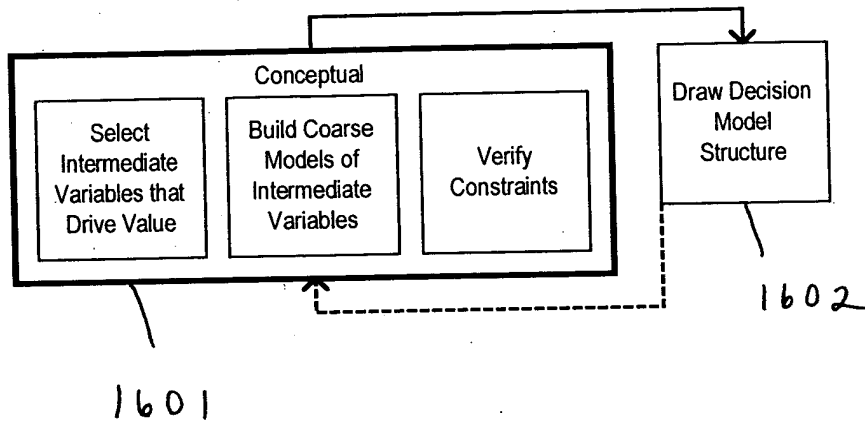


Fig. 17

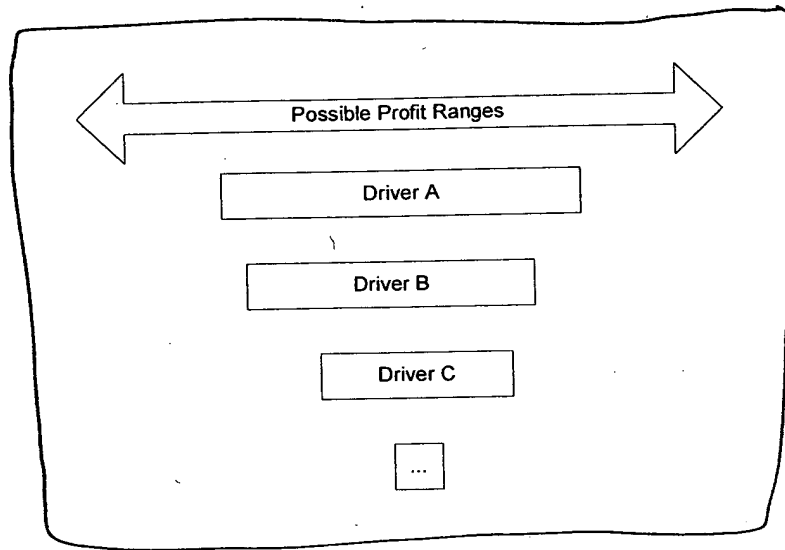


Fig. 18

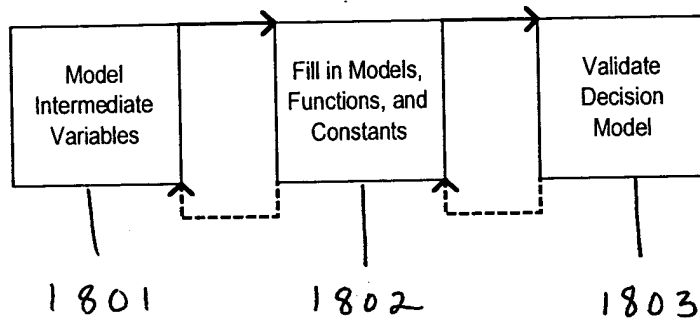


Fig. 19

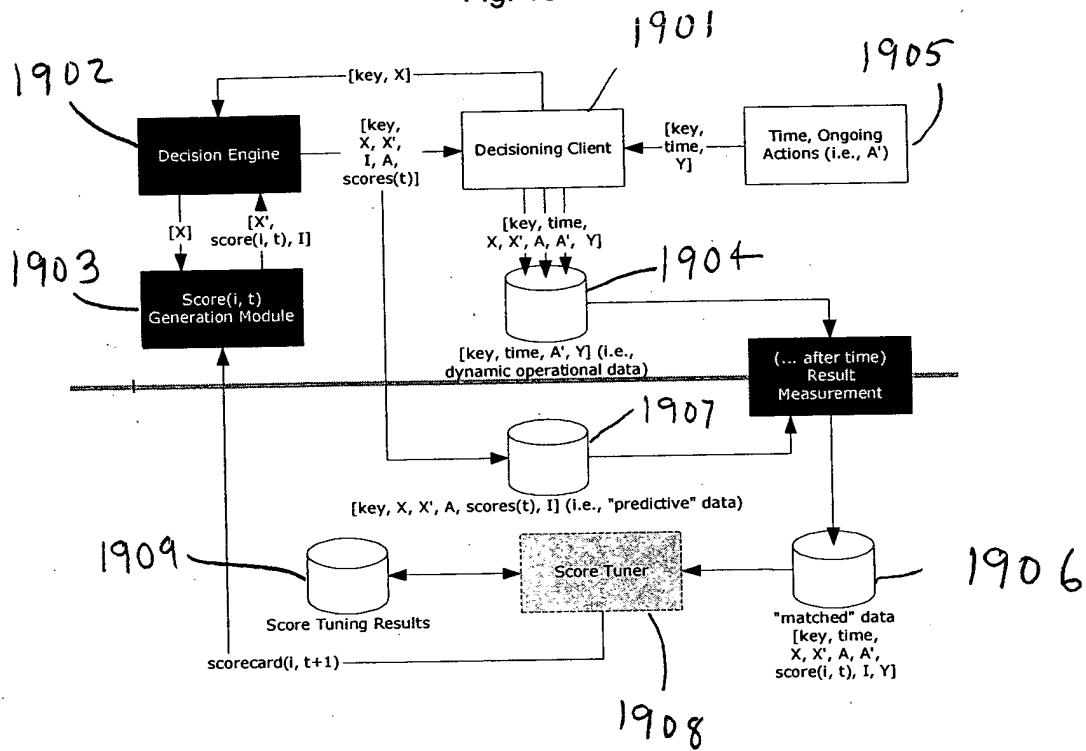


Fig. 20

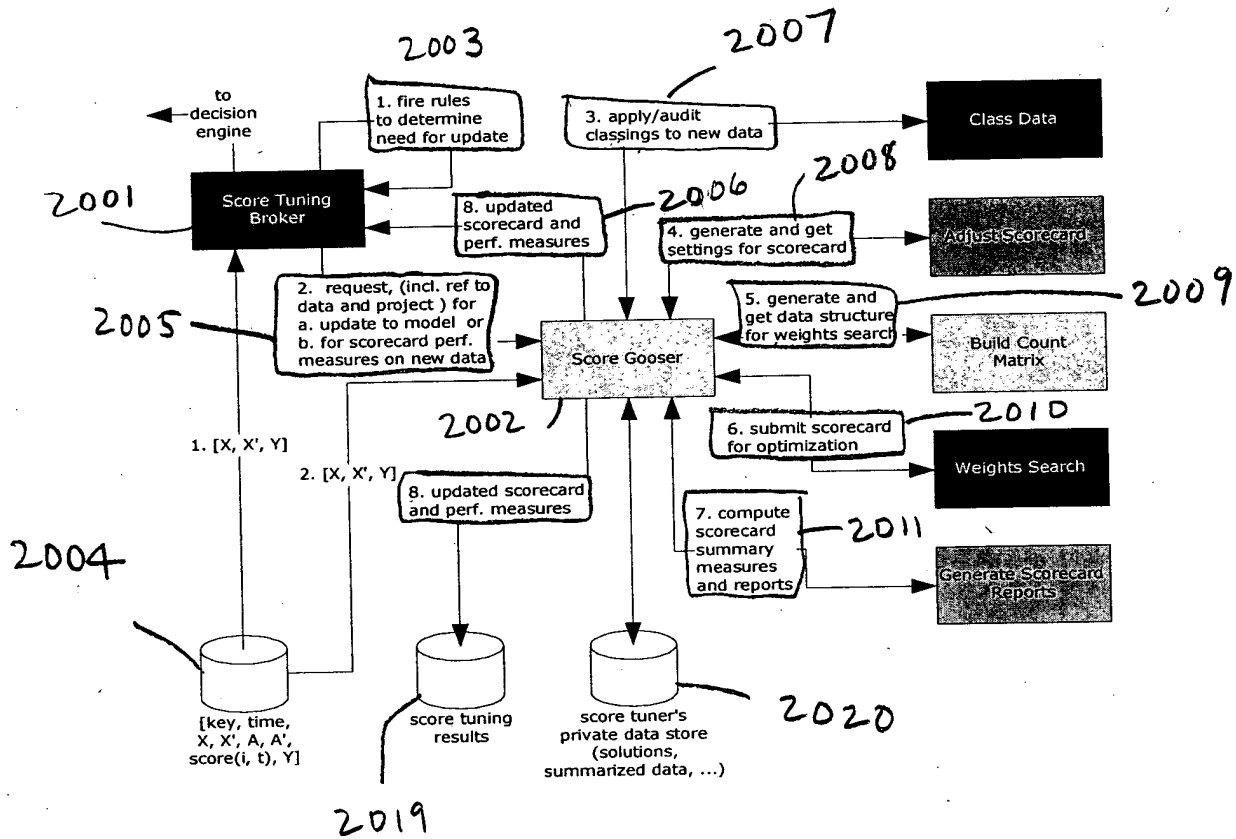


Fig. 21

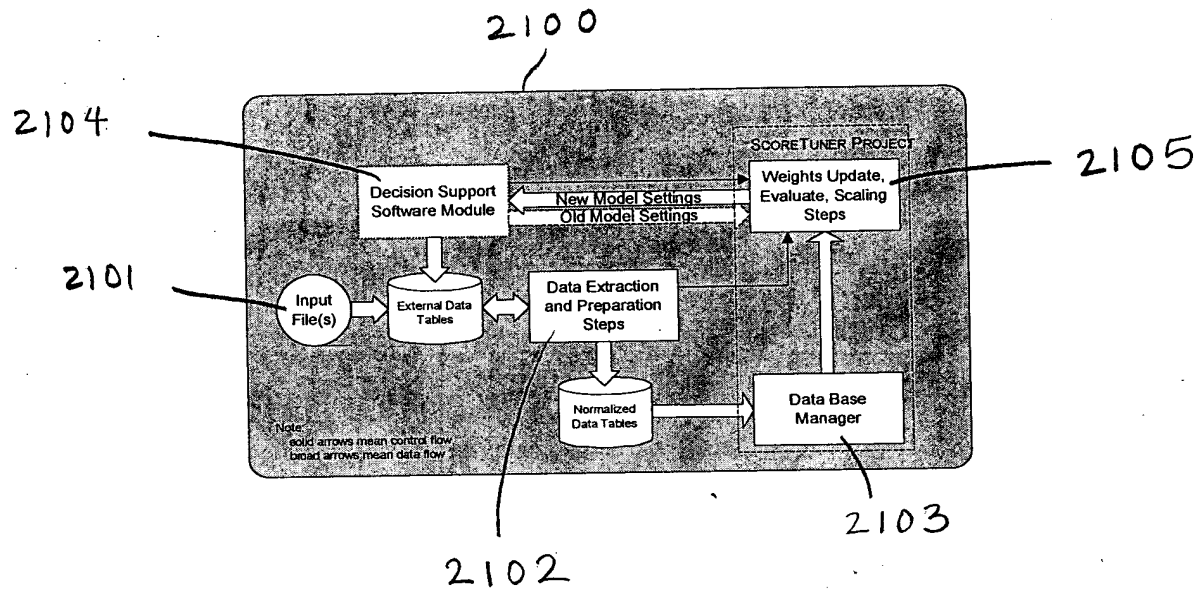


Fig. 22

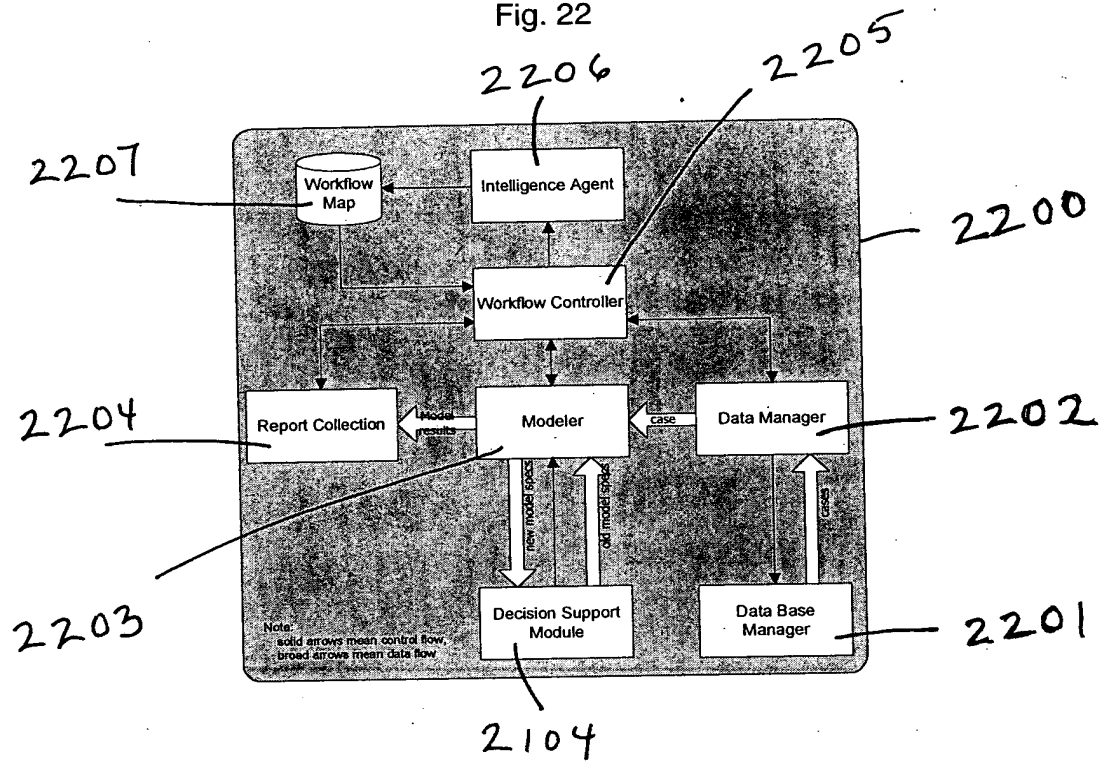


Fig. 23

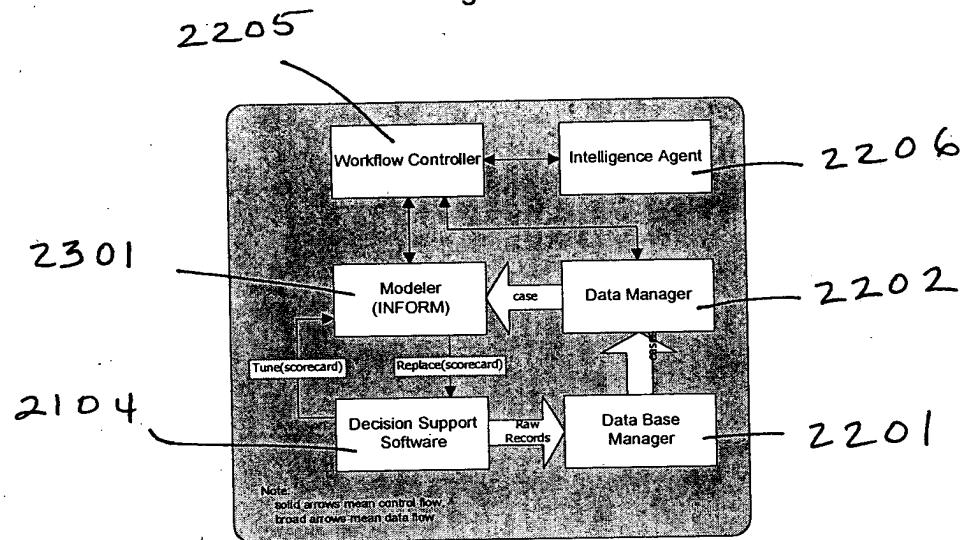


Fig. 24

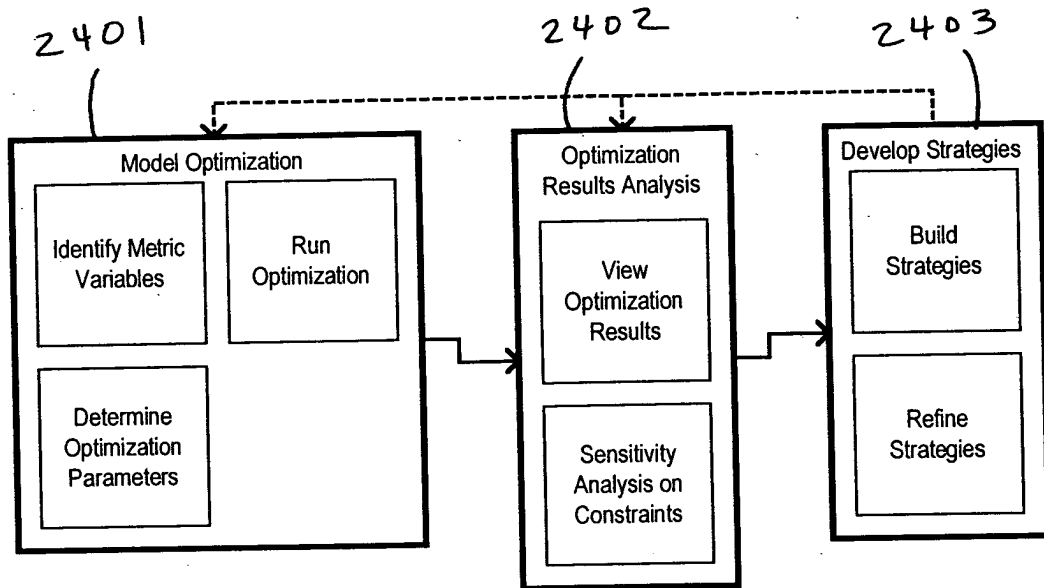


Fig. 25

Compute Optimized Strategy

Optimize over this portfolio of cases:

- ☐ Use current portfolio of cases
- ☐ Generate cases exhaustively (44)
- ☐ Generate cases probabilistically
- ☒ Read cases from a dataset

Number of cases:

Dataset:

Evaluate each case using:

Number of samples per case:

Use this optimization algorithm:

- ☒ Allow Randomized Strategies

Random Seed (any positive integer):

OK Cancel

Fig. 26

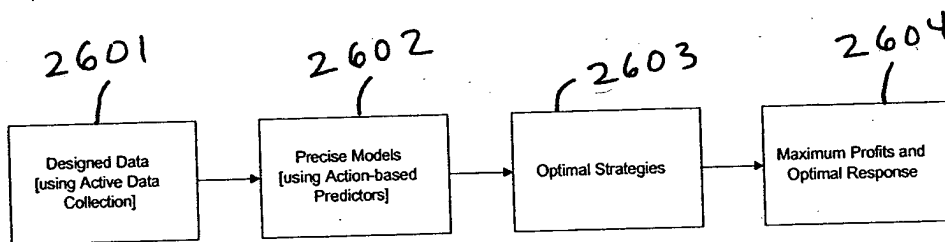


Fig. 27

